# Report to the MCSK Board

Date: May 10, 2025

Prepared by: [Your Name], [Your Position]

Subject: Status Report and Request for Final Approval – MCSK Website & Digital Assets Setup

## 1. Background & Objective

The Music Copyright Society of Kenya (MCSK) has embarked on an urgent and strategic exercise to establish a secure, professional, and conflict-free digital presence to better serve members, stakeholders, and the public.  
  
This initiative was prompted by:  
- Prolonged technical and security issues surrounding the mcsk.or.ke domain, currently compromised and under the control of Kenya Web Experts.  
- The need to restore trust, transparency, and service delivery to our members through a reliable online presence.  
- The urgency to professionalize communications and licensing processes via verified digital channels.

## 2. Achievements to Date

✅ Domain Acquisition

- Secured:  
 - mcsk.org (now designated as the official domain)  
 - mcsk.co.ke (for local SEO and brand protection)  
- Registrar: Host Africa  
- Failed to acquire: mcsk.com – currently on sale by a third-party at premium pricing

✅ Hosting & Email Infrastructure

- Hosting configured and secured under Host Africa  
- Corporate emails operational under mcsk.org (e.g., info@mcsk.org, licensing@mcsk.org)

✅ Social Media Branding

- Official handle @MCSKOfficial reserved and being rolled out across Facebook, Twitter/X, Instagram, LinkedIn, YouTube, TikTok  
- Branding and verification in progress

✅ Website Development

- Website design and content development ongoing  
- Features to include: Licensing portal, Membership section, Royalty info, Legal docs, Public updates

## 3. Cost Breakdown

|  |  |  |  |
| --- | --- | --- | --- |
| Item | Provider | Cost (KSh) | Notes |
| Domain: mcsk.org | Host Africa | 3,381.99/year | Primary domain |
| Domain: mcsk.co.ke | Host Africa | 2,873.01/year | Backup/local presence |
| Hosting (1 Year VPS) | Host Africa | 15,000/year | Secure, scalable hosting |
| Email Setup & Licenses | Host Africa | 6,000 | 25 users, secure email setup |
| WHOIS Privacy + SSL | Host Africa | 3,000 | Security & privacy features |
| Domain mcsk.com | N/A (on sale) | 387,546.68 | Deferred due to cost |
| Social Media Branding & Setup | In-house | 0 | Branding + verification |
| Web Development (Ongoing) | Internal/Partner | TBD | Will be finalized on approval |
|  |  |  |  |
|  |  |  |  |

### ****1. SEO Optimization Costs****

#### ****Initial Setup (One-time)****

| **Item** | **Estimated Cost (KSh)** | **Notes** |
| --- | --- | --- |
| SEO Audit (Website + Content) | 10,000 – 20,000 | Review of site structure, content, keywords |
| On-page SEO (Meta tags, Alt tags, URL structure, speed, mobile) | 15,000 – 30,000 | Includes technical and content fixes |
| Keyword Research + Competitor Analysis | 5,000 – 10,000 | Custom keyword map for music rights and licensing |
| Content Optimization (Home, About, Licensing pages) | 10,000 – 25,000 | SEO copywriting for core pages |
| Schema Markup, Google Search Console, and Analytics Setup | 5,000 – 8,000 | Essential for indexing and monitoring |

➡️ **Subtotal (One-time SEO Setup):** KSh **45,000 – 90,000**

#### ****Monthly SEO Maintenance (Optional)****

| **Item** | **Monthly Cost (KSh)** | **Notes** |
| --- | --- | --- |
| Blog Content + News Updates (2–4/month) | 15,000 – 30,000 | Keeps site fresh and engaging |
| Backlink Outreach & PR | 10,000 – 25,000 | Build authority and reputation |
| SEO Monitoring & Adjustments | 5,000 – 10,000 | Technical upkeep and performance tracking |

➡️ **Monthly Maintenance (Optional):** KSh **30,000 – 65,000**

### ✅ ****2. Facebook Page Advertising Costs****

#### ****Basic Launch Campaign****

| **Activity** | **Estimated Cost (KSh)** | **Notes** |
| --- | --- | --- |
| Facebook Page Boosting (Likes & Followers) | 5,000 – 15,000 | Targeted to artists, DJs, stakeholders in Kenya |
| Content Design (Banners, Videos) | 3,000 – 10,000 | Optional: In-house or designer |
| Ad Management (Setup + Monitoring) | 5,000 – 10,000 | For a 2-week to 1-month campaign |

➡️ **Subtotal for 1st Month Facebook Ads:** KSh **13,000 – 35,000**

### ✅ ****Total Estimate Summary****

| **Category** | **Estimated Cost** |
| --- | --- |
| SEO Setup (One-time) | **KSh 45,000 – 90,000** |
| Facebook Ads (First Campaign) | **KSh 13,000 – 35,000** |
| **Optional Monthly SEO Maintenance** | **KSh 30,000 – 65,000** |

## 4. Rationale for Decisions

- Host Africa chosen for reliability and neutrality  
- .org domain fits our institutional identity  
- @MCSKOfficial is consistent across platforms  
- All systems secure and scalable for long-term use

## 5. Request for Board Approval

We respectfully request the Board to:  
1. Ratify use of mcsk.org as the official domain  
2. Approve social media presence under @MCSKOfficial  
3. Authorize continued development of website  
4. Approve budget cap of KSh 50,000 to complete setup  
5. Defer purchase of mcsk.com unless needed later

## 6. Conclusion

This marks a strategic reset in MCSK's digital strategy. With control of domains, hosting, and communication channels, we are poised to offer transparent, professional services. We await formal Board approval to finalize this initiative.

Prepared by:

[Your Full Name]

[Your Title]

MCSK Digital Infrastructure Team

## 7. Proposed SEO & Social Media Advertising Budget

To ensure MCSK's new website and social media presence gain optimal visibility and engagement, a robust SEO and digital marketing plan is proposed. This will help establish credibility, attract relevant traffic, and reach key audiences including artists, copyright stakeholders, and the general public.

### 7.1 SEO Optimization (One-Time Setup)

|  |  |  |
| --- | --- | --- |
| Activity | Estimated Cost (KSh) | Notes |
| SEO Audit (Website + Content) | 10,000 – 20,000 | Site structure and keyword gaps |
| On-page SEO (Tags, speed, mobile, etc.) | 15,000 – 30,000 | Meta tags, load time, UX fixes |
| Keyword Research + Competitor Analysis | 5,000 – 10,000 | Build a keyword map |
| Content Optimization (Web Copy) | 10,000 – 25,000 | SEO-driven content rewrite |
| Google Search Console, Analytics Setup | 5,000 – 8,000 | Monitoring and indexing setup |

Subtotal (One-time SEO Setup): KSh 45,000 – 90,000

### 7.2 Monthly SEO Maintenance (Optional)

|  |  |  |
| --- | --- | --- |
| Activity | Estimated Monthly Cost (KSh) | Notes |
| Blog Content (2–4 articles/month) | 15,000 – 30,000 | Keep site fresh for SEO |
| Backlink Outreach & PR | 10,000 – 25,000 | Domain authority building |
| Technical Monitoring & Adjustments | 5,000 – 10,000 | Track ranking and speed fixes |

Subtotal (Optional Monthly Maintenance): KSh 30,000 – 65,000

### 7.3 Facebook Page Launch Campaign

|  |  |  |
| --- | --- | --- |
| Activity | Estimated Cost (KSh) | Notes |
| Page Boosting (Likes & Reach) | 5,000 – 15,000 | Targeted to relevant demographics |
| Content Design (Banners, Videos) | 3,000 – 10,000 | Brand-aligned visuals |
| Ad Management (Setup & Monitoring) | 5,000 – 10,000 | Track conversions & performance |

Subtotal (Facebook Ads): KSh 13,000 – 35,000

### 7.4 Summary of Proposed Budget

• Total SEO Setup (One-time): KSh 45,000 – 90,000  
• Optional SEO Maintenance (Monthly): KSh 30,000 – 65,000  
• Facebook Page Advertising Campaign: KSh 13,000 – 35,000  
  
This budget is essential to ensure MCSK's new platforms are well-ranked on search engines, attract public traffic, and assert the official digital identity across platforms.